Identity standards outline the guidelines for all the visual elements which impact the image of an organization. Helps maintain consistency in all visual communications. Important to get from designer and to adhere to it.
SunLibrary Design Elements
SunLibrary Factsheets

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Visit SunLibrary online for more library research organization information.
Image is very important. Must be consistent across all materials and mediums.

Recent study by advertising agency of 500 business owners in the US. 65.4% feel that image is “most important” to a company’s success. On a scale of 1 to 5, five being the highest, more than 90% rank image as either a 4 or 5.
An example of a consistent image in development. This is a new logo and now we are developing the stationery system to continue the image.
PBIRG Stationery Package

Letterhead
Envelope
The web is another image projection platform. Don’t ignore how your organization looks.
InteliQuest-- the very first web pages immediately after adopting the new name.
Next generation of web pages, now incorporating the new IQ logo and colors.
The current web page design showing complimentary design elements.
How IQ is positioned on the company Knowledge Center intranet.

A web site has its own identity, its own image, but at the same time is in keeping with the overall image of the organization it represents.
Even the ancillary design elements are in keeping with the overall image of the Knowledge Center. Notice how the colors used here reflect the colors of InteliQuest. Done on purpose. Subliminal linkage to InteliQuest-- continuing the image reinvention of the library into a dynamic, consulting-based information service.
An example of a complete image strategy…. how it started small and grew over the years.

Started with a logo, placed on Paper Direct brochure paper using graduated colors.
Several years later abandoned pre-printed papers, but continued visual theme of graduated colors. Introduced design elements to complement the logotype.
Beyond Smoke and Mirrors: Developing & Maintaining a Corporate Image
AIIP Conference, April 8, 2000. Washington, DC

Letterhead.
Beyond Smoke and Mirrors: Developing & Maintaining a Corporate Image
AIIP Conference, April 8, 2000. Washington, DC

Brochure
Web site home page

Newest image extension. Introduces a new color (blue) into the palette, and a new visual presentation of the geometric shapes.
Image Management

- Focused and simple
- Unique
- Appropriate and relevant
- Far-sighted
- Continuous and credible
- Perception, perception, perception

Make an effort to manage your image.

Ad lib from slides -- conclusion of talk.

Introduce two new image extension ideas.-- e-cards, and movies.
E-cards

No reason why you can’t send out messages using electronic postcards. Saves printing costs and postage. Can announce special promotions, presentations, new products, testimonials, recent news, etc. A new, low-cost medium for presenting your image!
This slide is the backdrop to the PBIRG Quicktime movie. If you would like to see it, go to www.chrisolson.com/tickledpink and download the PBIRG logo movie file. It’s not a large file, but viewing it through MS PowerPoint requires some serious RAM.

The logo movie file was developed to introduce the new logo to the membership. Take a look. It’s an interesting idea and application of the desktop movie technology.
Follow-up …

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- Library Marketing Village …
  www.vicinities.com/librarymarketing